

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS:

Claims 1-26 (Canceled)

Claim 27 (Currently Amended) A method of forming a local information label, the local information label comprising at least one local category label which identifies a category of program content, said at least one local category label having an associated value which identifies an acceptable level of program content, the method comprising the steps of:

presenting a program to a user;

presenting to the user a representation of a transmitted category label having a value which identifies the content of the program;

receiving an indication from the user that the content of the program is at least one of unacceptable and acceptable;

modifying the value associated with the local category label based on the received indication from the user that the content of the program is at least one of unacceptable and acceptable; and

forming the local information label based on the modified value associated with the local category label; and

indicating whether the modification of the value associated with the local category label is to be temporary or permanent.

Claims 28-30 (Canceled)

Claim 31 (Currently Amended) ~~The apparatus of claim 30, further comprising~~ An apparatus for forming a local information label, the local information label comprising at least one local category label which identifies a category of program content, said at least one local category label having an associated value which identifies an acceptable level of program content, the apparatus comprising:

_____ means for presenting a program to a user;

_____ means for receiving an indication from the user that the content of the program is at least one of unacceptable and acceptable;

_____ means for modifying the value associated with the local category label based on the received indication from the user that the content of the program is at least one of unacceptable or acceptable;

_____ means for forming the local information label based on the modified value associated with the local category label; and

_____ means for indicating whether the modification of the value associated with the local category label is to be temporary or permanent.

Claims 32-33 (Canceled)


Claim 34. (Currently Amended) A method for scheduling an advertisement during a program in relation to content of the program, the program having a program information label which rates the instantaneous content of the program at at least two levels, the method comprising ~~the steps of:~~

scanning the program information label to ascertain the instantaneous content level of the program over the duration of the program;

determining one of a plurality of advertisements to be run during said program based upon the instantaneous content level of the program; and

scheduling said one advertisement within the program within a predetermined time interval of a predetermined value of at a time based on the instantaneous content level of the program information label.

Claims 35-44 (Canceled)



Claim 45. (Currently Amended) In an information access system in which the information has associated therewith an information label which specifies at least one aspect of the content of the information, a method for scheduling advertisements comprising:

determining at least one aspect of the content of the information based upon its associated information label; and

scheduling the presentation of an advertisement based upon the at least one aspect of the content of the information;

wherein the advertisement is scheduled to be presented within a predetermined time interval of the content of the information having the at least one aspect.

Claim 46 (Canceled)

Claim 47. (Currently Amended) The method ~~for scheduling advertisement~~ of claim 45 ~~when~~ wherein the information label specifies at least a level and type of content related to sex or violence, and wherein the advertisement is scheduled to be presented within a predetermined time after interval of the determination of sex or violence in the information.

Claims 48-60 (Canceled)

Claim 61 (New) A method for scheduling an advertisement during a program in relation to content of the program, the program having a program information label which rates the instantaneous content level of the program, the method comprising:

scanning the program information label to ascertain the instantaneous content level of the program over the duration of the program; and

scheduling an advertisement within a predetermined time interval of an occurrence of the instantaneous content level above a predetermined threshold value.

Claim 62 (New) The method of Claim 61, wherein the instantaneous content level comprises at least one category and a value for each at least one category.

Claim 63 (New) A method for scheduling an advertisement during a program in relation to content of the program, the program having a program information label which rates the instantaneous content level of the program, the method comprising:

scanning the program information label to ascertain the instantaneous content level of the program over the duration of the program; and

scheduling an advertisement outside a predetermined time interval of an occurrence of the instantaneous content level above a predetermined threshold value.

Claim 64 (New) The method of Claim 63, wherein the instantaneous content level comprises at least one category and a value for each at least one category.

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Claim 65 (New) In an information access system in which the information has associated therewith an information label which specifies at least one aspect of the content of the information, a method for scheduling advertisements comprising:

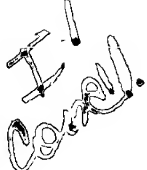
determining at least one aspect of the content of the information based upon its associated information label; and

scheduling the presentation of an advertisement based upon the at least one aspect of the content of the information;

wherein the advertisement is scheduled to be presented outside a predetermined time interval of the content of the information having the at least one aspect.

Claim 66. (New) A method for scheduling an advertisement during a program in relation to content of the program, the program having a program information label which rates the instantaneous content of the program at at least two levels, the method comprising:

scanning the program information label to ascertain the instantaneous content level of the program over the duration of the program;

 determining one of a plurality of advertisements to be run during said program based upon the instantaneous content level of the program; and

scheduling said one advertisement within the program outside a predetermined time interval of a predetermined value of the instantaneous content level of the program information label.
